



Giant footprints



for equality
and justice

VISION AND MISSION

GENDER LINKS FOR EQUALITY AND JUSTICE

VISION

GL is committed to a region in which women and men are able to participate equally in all aspects of public and private life in accordance with the provisions of the Southern African Development Community (SADC) Protocol on Gender and Development.

MISSION

GL achieves its vision by coordinating the work of the Southern African Gender Protocol Alliance formed around the sub-regional instrument that brings together all key African and global commitments for achieving gender equality. The annual barometer produced by the Alliance measures progress by governments against the 28 targets for the attainment of gender equality by 2015. GL has integrated these targets into its three core, closely linked programme areas: the media, governance and gender justice. Working with partners at local, national, regional and international level, GL aims to:

- Promote gender equality in and through the media and in all areas of governance.
- Develop policies and conduct effective campaigns for ending gender violence, HIV and AIDS.
- Build the capacity of women and men to engage critically in democratic processes that advance equality and justice.

This mission is achieved by:

- Identifying gender gaps in our areas of work.
- Conducting research.
- Focusing on key strategic issues.
- Running pilot projects with a view to cascading these across the region by working with a broad range of partners.
- Developing training and advocacy materials in a collaborative way.
- Building regional, national and local capacity and action plans.
- Creating synergies to sustain the work.
- Responding to requests for assistance through the advisory services portfolio.
- Monitoring and evaluating progress using appropriate regional and international instruments.

Gender Links (GL) is a Southern African NGO that is committed to a region in which women and men are able to participate equally in all aspects of public and private life in accordance with the provisions of the Southern African Development Community (SADC) Protocol on Gender and Development.

Giant Footprints: GL @ TEN

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GIANT FOOTPRINTS: GL @ TEN

In our first organisational evaluation at age five, a partner referred to GL as “a small organisation with large footprints.” When we commissioned Angel Films to put together an institutional video three years later, the team that visited six Southern African countries tracing our work entitled the video: *Giant Footprints*, the title we have borrowed for this book.

Giant Footprints, GL's “I” Story and herstory, is dedicated to the over 50,000 people who have worked within and with Gender Links over the last decade, sharing our dream of a Southern Africa in which women and men are able to realise their full potential in both their private and public lives.



Mpho Mankimane with GL founder and Executive Director, Colleen Lowe Morna.

Photo: Mukayi Makaya-Magarangoma

“Growing up knowing my ‘place’ as an African woman, I never believed in equal rights until I started walking alongside Gender Links’ Giant Footprints. I must say I have really undergone personal conviction of who I am within society and in my culture. Gender Links has helped me to fine tune my research abilities and gender training skills. Most importantly, Gender Links has changed my views on how women and men, girls and boys should co-exist.”

- Mpho Mankimane, GL Lesotho Local Government Country Facilitator

The writing and editing team



Colleen Lowe Morna is executive director of GL. She began her career as a journalist specialising in economic and development reporting. Among positions she held were coordinator of the Africa office of Inter Press Service in Harare; correspondent for South Magazine and Africa Editor of the New Delhi-based Women's Feature Service. She joined the Commonwealth Secretariat as a senior researcher on the Africa desk in 1991, and later served as Chief Programme Officer of the Commonwealth Observer Mission to South Africa. She subsequently served as founding CEO of the South African Commission on Gender Equality (CGE). A trainer, researcher and writer, Colleen has written extensively on gender issues in Southern Africa. She holds a BA degree in International Relations from Princeton University; Masters in Journalism from Columbia University and certificate in executive management from the London Business School.

Kubi Rama is Deputy Director and Director of Programmes at GL. Prior to joining GL, Kubi served at the Department of Journalism (Durban Institute of Technology) as a senior lecturer. A critical part of her work involved restructuring the journalism curriculum, including the mainstreaming of gender as part of the curriculum. Past work



experience includes coordinating the Durban Media Training Forum, marketing manager of the Career Information Centre and the chairperson of the regional South African Health Workers Congress. At these NGOs Kubi trained, developed materials for adult learners and managed organisational activities. She holds an honours degree in Cultural and Media Studies and a Bachelors degree in law, both from the former University of Natal.

Danny Glenwright joined GL in July 2010 and is the Communication Manager and editor of the GL Opinion and Commentary Service. He has a background in human rights journalism and media training, and a Masters in International Cooperation and Development from Italy's University of Pavia. Danny previously spent time in Southern Africa as a human rights trainer at the Media Institute of Southern Africa's Regional Secretariat in Namibia. He has also worked as a media trainer and human rights campaigner for Journalists for Human Rights in Sierra Leone and for UNAIS in the occupied Palestinian territories. His writing has been featured in guidebooks, international magazines and newspapers.

Mona Hakimi is a recent graduate who is finding her place in the working world as



a feminist activist. She first worked with Gender Links in 2009 when she contributed to the eighth issue of the Gender and Media Diversity Journal, *Gender and Soccer 2010*. In December 2010, Mona joined GL as the Communications Officer. She has a Bachelor of Social Science in Social Anthropology and Gender Studies and an Honours in Social Anthropology, both from the University of Cape Town.

Hunadi Ralebipi is Communications Intern at Gender Links. She completed her degree in Communications Studies at the University of Limpopo in 2010. At university, Hunadi was part of the Debate Society, the English Society and the Evangelical Lutheran Church of South Africa Student Organisation. In 2009 she took part in the Future Journalist Programme initiated by Highway Africa. In 2010 she worked for the Host Broadcasting Service during the FIFA World Cup. Gender Links is an eye-opener for her; a reality check that there is gender inequality and that change begins with her. Hunadi continues to learn the importance of women in society and is willing to be a part of the change for a better world.



Mercilene Machisa is the Gender Violence Indicators project manager and data



analyst at GL. Prior to joining Gender Links, Mercilene worked for the National Institute of Health Research in Zimbabwe as a Medical Research Officer. She has considerable research experience with a bias towards public health. She holds a BSC (Hons) degree in Biological Sciences from the Midlands State University and is currently studying towards an MSc (Med) in Epidemiology and Biostatistics degree with the University of Witwatersrand.



Shau Mudekunya was the Monitoring and Evaluation intern who conducted the Beneficiary Analysis that forms the backbone of this book. She has just been appointed GL

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Vivien Bakainaga is the Human Resource and Asset Manager at GL. Before joining GL in 2009, Vivien worked for Women's Feature Service on a part time



basis. Her work experience spans over 15 years in administration including in international institutions like the Commonwealth Secretariat, UN and USAID. She also served as an Administrative Officer with the South African CGE. Vivien has a Diploma in Business Management, Project Management and is completing her BBA with UNISA.



Thato Phakela is a 21 year old Mosotho woman, born and bred in Lesotho. She studied Mass Communication at the National University of Lesotho at the Institution of Extra Mural Studies (IEMS). Thato has always had a

passion for media, because of its potential positive impact on society. She ventured into media at a tender age of 17 as a continuity presenter at Lesotho Television. It is only since she joined GL as an intern in 2011 that she now wears a gender lens everywhere she goes.

Mukayi Makaya joined GL in late 2008. She manages the Southern Africa Gender Protocol Alliance and Partnerships Programme. She holds a BBA (Marketing) degree from the Institute of Marketing Management and is currently studying towards an Honours in Communication Science with the University of South Africa. Prior to joining GL, Mukayi worked for the Southern African Research and Documentation Centre (SARDC) in



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Lindiwe Makhunga joined GL in January 2011 as the Southern Africa Gender Protocol Alliance Programme Officer. She has a firm commitment to gender justice on the African continent and addressing the intersection

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Sikhonzile Ndlovu is the Media Programme Manager at Gender Links. Since joining GL in 2007,

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Saeanna Chingamuka is the Gender and Media Diversity Centre Manager. She joined GL in December 2008 after completing a Masters in Journalism and Media Studies at Rhodes University in South Africa. An outgoing people's person, Saeanna is a gender and media activist who enjoys doing media campaigns and advocacy related work. She manages the knowledge centre at GL which brings together the work of all departments under the banner "collecting, connecting and collaborating." She has a strong passion for media work and mentoring

young people who come to GL for internships. Saeanna enjoys reading, writing, discussing pertinent regional topics and just having fun. Her dream is to bungee jump.

Daud Kayisi is a Malawian journalist and media intern at GL. He holds a Bachelors degree in Journalism from the University of Malawi. Since he started his career as a journalist in 2009, he has always had an interest in media for development, girl child education and women's rights in Africa. He believes the media is a powerful tool to help bring development to marginalised Africans; to empower women through the realisation of their rights and to help African girls to access and enjoy their right to education. Daud has worked with Blantyre Newspapers Limited (Malawi) as an intern reporter and with Action Aid International Malawi (AAIM) to collect and analyse data on women's rights. His experience at GL is solidifying his knowledge and equipping him for his career.



Abigail Jacobs-Williams joined Gender Links in July 2009 as Manager of the Local Government and Gender Justice Programme. In May 2010 she became the Gender and Governance Manager. Abigail came to GL with experience in both the government and NGO sectors. Prior to joining GL, she worked for the Western Province's Department of Social Development at their Head Office as an

Assistant Director in the Directorate: Social Capital Formation. She also worked at the Department of Health in the Community Development division. Abigail was also a member of the Provincial Government of the Western Cape's Women's Forum. She represented the Western Province on the National Department of Social Development's Women's Task Team. Abigail holds a BA degree from the University of the Western Cape in Women and Gender Studies, Psychology and English. She is currently studying towards a Masters degree in Public Administration.



Ntombentsha Mbadlanyana joined GL as the Gender Justice and Local Government South Africa Country Facilitator in March 2010. Before she joined GL, she worked for the Provincial Government of the Western Cape in the Department of Social Development Directorate: Social Capital Formation. Ntombi is a researcher, facilitator, gender activist and an academic with qualifications in Social Sciences. She holds a BA Degree in Women's and Gender studies as well as an Honours Degree obtained at the University of the Western Cape, majoring in Social Science, Anthropology and English. After completing her studies, she worked as an intern at RAPCAN - an NGO that deals with the eradication of child abuse and neglect. Ntombi also volunteered at the Triangle Project, an organisation that deals with Lesbian, Gay, Bi-sexual, Trans-gender, Inter-sex (LGBTI) issues.

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ACRONYMS

AIDS	Acquired Immune Deficiency Syndrome
ANC	African National Congress
ARDC	Association of Rural Development Councils
BA	Beneficiary Analysis
BOCONGO	Botswana Council of Non-Governmental Organisations
CANGO	Coordinating Assembly of NGOs
CGE	Commission on Gender Equality
COE	Centre of Excellence
CEDAW	Convention on the Elimination of all forms of Discrimination Against Women
DAC	Development Action Committee
FGM	Female Genital Mutilation
GBV	Gender-based violence
GEM	Gender and Media
GEMSA	Gender and Media Southern Africa
GEMSWA	Gender and Media Swaziland
GEMZi	Gender and Media Zimbabwe
GIME	Gender in Media Education
CJLG	Gender Justice and Local Government
GL	Gender Links
GMBS	Gender and Media Baseline Study
GMDC	Gender and Media Diversity Centre
GMPS	Gender and Media Progress Study
HIV	Human Immunodeficiency Virus
HIVOS	International Humanist Institute for Cooperation with Developing Countries
IWMF	International Women's Media Foundation
MAP	Media Action Plan
MEGEN	Men for Gender Equality Now
MISA	Media Institute of Southern Africa
MOU	Memorandum of Agreement
MWO	Media Watch Organisation
NGO	Non-Governmental Organisation
NGO-GCN	NGO Gender Coordinating Network
NUST	National University of Science and Technology
OSISA	Open Society Foundation of Southern Africa
OVC	Orphans and Vulnerable Children
PON	Polytechnic of Namibia
NAP	National Action Plan
SADC	Southern African Development Community
SADC CNGO	SADC Council of Non-Governmental Organisations
SADC GU	SADC Gender Unit
SADC HOS	SADC Heads of State
SANEF	South African National Editor's Forum
SAEF	Southern African Editors Forum
SAFAIDS	Southern Africa HIV and AIDS Information Dissemination Service
SARDC	Southern African Research and Documentation Centre
TOT	Training of Trainers
UN DAW	UN Department for the Advancement of Women
UNESCO	United Nations Education, Scientific and Cultural Organisation
UNDP	United Nations Development Programme
UNECA	United Nations Economic Commission for Africa
LGA-SARO	Local Government of Africa-Southern Africa Regional Office
VFM	Value for Money
VRC	Virtual Resource Centre
VSO-RAISA	Voluntary Service Overseas Regional AIDS Initiative of Southern Africa
WIFP	Women's Institute for Freedom of the Press
WiPSU	Women in Politics Support Unit
WJEC	World Journalism Educators Congress
WLGf	Women in Local Government Forum
WLSA	Women in Law Southern Africa

"Work never betrays the worker" - my mother's favourite saying.



This is a moment in Gender Links' life that is incredibly special. For all of us it should lead to some reminiscence and, of course, lessons and taking stock as

to where we are in the fight for gender equality and a world free of gender discrimination.

In ten years Gender Links has grown into an internationally recognised player in gender rights and the advancement of women. It has grown from the humble beginnings of a small office at the back of Colleen Lowe Morna's house, with one employee and one computer, to its own office space and 50 employees; regional offices in Botswana, Mauritius, Mozambique, Madagascar, Lesotho, Namibia, Swaziland, Zimbabwe and Zambia. The growth alone is a big story and a lesson in how to develop an organisation.

GL has spearheaded the development and adoption of the Southern African Development Community (SADC) Gender Protocol on Gender and Development. It has

developed multiple programmes and trained thousands of gender activists and media personnel. GL has trained grassroots organisations in its constant efforts to build capacity at the local level to eradicate gender discrimination. By any account and standard this is a remarkable achievement. Its achievements can only be described as breathtaking and inspiring. I would go as far as to say the story of Gender Links is one of the most significant growth stories of an NGO in Southern Africa and equals the best elsewhere in the world.

Thanks to the work of gender activists and organisations like GL, it is now indisputable that women and men are entitled to the same rights and that the intricate web of those rights, equality, and peace is correlated with development. The world is experiencing unprecedented strides in gender rights, and gender dynamics continue to undergo rapid social, political, and economic changes. Now more than ever, women are represented in almost every facet of social, economic, political and civil life. In many African countries, women now have the right to own land and real property, to vote, to assembly, to redress wrong, and to run for offices previously held only by men. It is also generally accepted that women's rights around the world are an important indicator of global well-being.

Despite these advances, there is still much more to be done. In many parts of the world including our own region women work more than men, yet are paid less. Gender discrimination affects girls and women throughout their lifetime, and women and girls are often the ones that suffer the most poverty. While many countries have ratified international and regional agreements guaranteeing women equal rights and protection from discrimination, these agreements have not translated or have not given rise to better living and working conditions. Women still represent the majority of the poor and the uneducated in Africa. Young women are trafficked, forced to work as sex slaves and face the threat of HIV and AIDS infection.

There may be more women in leadership positions but that does not necessarily translate into gender equality or equal and active participation in decision-making. Both women and men face the *tri facti* burden of unemployment, illiteracy, and violence.

Gender Links serves not only to shine light on these conditions but to help alleviate obstacles to the achievement of equality between the sexes. It is committed to providing gender equality in every area of society in accordance with the provisions of the SADC Protocol on Gender and Develop-

ment. Unparalleled in its work in the Southern Africa region and beyond, Gender Links has earned a reputation for tirelessly educating, enabling, and creating paths for equality where none existed or had only begun to bud.

This year, Gender Links celebrates its 10th year of working towards the promotion of gender equality and the eradication of gender violence. Over the years, it has served as a beacon and an instrument of instruction and change. Though physically headquartered in South Africa, GL's reach spans the globe. By its pioneering Sixteen Days of Activism and community work, GL has been instrumental in helping to combat gender violence and to create an enabling environment where both sexes can work towards the development of sustainable equality policies.

No doubt GL has had some setbacks. In the nature of things life cannot simply be a series of successes. The road to success is always under construction so it has been and will continue to be with Gender Links.

As we celebrate the achievements of Gender Links, we should not forget to give credit and thanks to those who have made this dream possible. Colleen Lowe Morna, the founding executive director, and Thenjiwe Mtintso, my predecessor and founding chair of GL, deserve our congratulations and heartfelt gratitude.

The importance of leadership and the role it has played in the development of GL should



Colleen Lowe Morna and Thenjiwe Mtintso.

Photo: Mukayi Makaya-Magarangoma

not be underestimated. No organisation can succeed without leadership. How well an organisation develops depends on the idiosyncratic characteristics of the people involved. Success is not a straightforward function of auspicious conditions and of clever choice of programmes suited to the context. Personalities and the quality of leadership influence outcomes.

The Gender Links staff - the men and women who plan and execute the numerous Gender Links programmes - the donors and partners of Gender Links all deserve our thanks.

GL must keep its contacts and networks. It must always remember the wise saying: *"if you want to go somewhere quickly travel*

alone. If you want to go far travel with others."

I would like to close this short article on a personal note. I have been associated with GL from its inception. It has been ten years of personal growth, incredible friendship and personal satisfaction. Gender links has been my mentor in gender issues. Much of what I know in gender studies I owe to Gender Links. I shall forever be grateful. I wish Gender Links great success.

Let us all join in celebrating the remarkable story of GL; its growth from 67 Eckstein Street, Observatory Johannesburg to 9 Derrick Avenue, Cyrildene, Johannesburg; its successes and achievements. As I have said often to GL staff - wisdom passed down from my mother - work never betrays the worker. Keep up the good work through this decade and beyond!

Muna Ndulo*
GL Chair

* Dr Ndulo is Professor of Law at Cornell University Law School and Director of Cornell University's Institute for African Development. He is also Honorary Professor of Law, Cape Town University. Former Dean of Law at the University of Zambia, Muna has served in a variety of posts with the United Nations, including as political advisor to the head of the United Nations Observer Mission to South Africa (UNOMSA) in the period leading up to and during the 1994 elections in South Africa. A regular contributor to newspapers and academic journals in the region, Muna is a highly regarded scholar, notably in the field of regional integration. He has also written and lectured on gender justice. Muna has served on a number of state and academic boards in Zambia.